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The Relationship between Brand Personality and Brand Loyalty: An Empirical Literature Review

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ABSTRACT

This study aims to examine the relationship between brand personality and brand loyalty based on empirical research published in the last five years. The review was conducted using a focused narrative literature review approach, analyzing ten scholarly articles obtained from accredited national and international journals. Inclusion criteria included articles published between 2019 and 2024, empirical studies based on primary data, full-text availability, and a clear focus on the relationship between brand personality and brand loyalty. The findings reveal that, in general, brand personality has a positive influence on brand loyalty, either directly or indirectly through mediating variables such as brand trust, brand satisfaction, brand equity, self-congruity, and customer brand identification. Several brand personality dimensions, such as sincerity, competence, and ruggedness, were found to have a stronger effect on brand loyalty compared to other dimensions. These results highlight the strategic importance of brand personality management in fostering customer loyalty. This review is expected to serve as a conceptual reference for researchers and marketing practitioners in understanding the dynamics between brand character and consumer loyalty in an increasingly competitive brand landscape.

Keyword: Brand Personality, Brand Loyalty, Literature Review

ABSTRAK

Penelitian ini bertujuan untuk mengkaji hubungan antara *brand personality* dan *brand loyalty* berdasarkan hasil-hasil penelitian empiris yang telah dipublikasikan dalam lima tahun terakhir. Kajian dilakukan dengan pendekatan *literature review naratif terfokus*, melalui analisis terhadap sepuluh artikel ilmiah yang diperoleh dari sumber jurnal nasional maupun internasional terakreditasi. Kriteria inklusi meliputi artikel yang dipublikasikan pada periode 2019–2024, merupakan penelitian empiris berbasis data primer, tersedia dalam format teks lengkap, serta secara eksplisit meneliti hubungan antara *brand personality* dan *brand loyalty*. Hasil kajian menunjukkan bahwa secara umum *brand personality* berpengaruh positif terhadap *brand loyalty*, baik secara langsung maupun tidak langsung melalui variabel mediasi seperti *brand trust*, *brand satisfaction*, *brand equity*, *self-congruity*, dan *customer brand identification*. Beberapa dimensi *brand personality*, seperti *sincerity*, *competence*, dan *ruggedness*, ditemukan memiliki pengaruh yang lebih kuat terhadap loyalitas merek dibandingkan dimensi lainnya. Temuan ini menegaskan pentingnya pengelolaan kepribadian merek secara strategis untuk membangun loyalitas pelanggan. Kajian ini diharapkan dapat menjadi rujukan konseptual bagi peneliti dan praktisi pemasaran dalam memahami dinamika hubungan antara karakter merek dan loyalitas konsumen di era persaingan merek yang semakin kompleks.

Kata kunci: *Brand Personality*, *Brand Loyalty*, *Review* Literatur

1. Introduction

In an increasingly competitive and dynamic business landscape, a brand is no longer merely a product identifier, it has evolved into a symbol of identity, values, and emotions embedded in consumers' minds. In a marketplace flooded with options and information, a brand's ability to retain customer loyalty is becoming increasingly vital. Accordingly, brand loyalty has emerged as a key strategic indicator for long-term business success.

Brand loyalty refers to the tendency of consumers to repeatedly purchase or use products from the same brand consistently, despite the presence of alternative options that may offer similar features at a lower price. Loyalty not only reflects repetitive purchasing behavior but also indicates a deep emotional connection between the consumer and the brand. Brand loyalty consists of two main components: attitudinal loyalty, which refers to a positive emotional attachment to a brand, and behavioral loyalty, which reflects the actual act of repeat purchases. Both components contribute significantly to brand strength and corporate sustainability (Sari et al., 2023).

Brands that succeed in cultivating strong loyalty typically enjoy multiple competitive advantages, including revenue stability, reduced marketing expenditures, and enhanced brand equity. Loyal customers are not only more likely to repurchase but also serve as brand advocates—promoting products through word-of-mouth, providing online testimonials, and offering constructive feedback for product and service improvement (Amazon Ads, 2025). In the digital era, brand loyalty can even function as a form of social capital for companies.

The development of digital technologies and evolving consumer behaviors have transformed the dynamics of brand loyalty. Modern consumers have immediate access to a wealth of information, product reviews, and price comparisons. As a result, brand loyalty is no longer solely driven by product satisfaction or competitive pricing, but also by emotional dimensions, trust, and value alignment between brand and consumer. Black (2024) emphasizes that today's customer loyalty is more influenced by emotional engagement than by transactional incentives.

This phenomenon is especially prominent among Generation Z—digital natives with distinct consumer habits. They tend to be more selective and critical toward brands and are highly influenced by social, environmental, and authenticity-related values. According to Vogue Business (2025), Gen Z consumers exhibit greater loyalty to brands they perceive as authentic, inclusive, and socially impactful, rather than those that merely sell products. In this context, loyalty is not cultivated through flashy advertisements, but through genuine interaction and value alignment.

One of the most strategic approaches to building emotional connections with consumers is the development of brand personality. Introduced systematically by Aaker (1997), brand personality refers to a set of human characteristics associated with a brand. Dimensions such as sincerity, excitement, competence, sophistication, and ruggedness allow brands to be personified as if they possess human-like traits.

Brand personality enables consumers to establish emotional bonds and identify themselves with the brand. When consumers perceive that a brand reflects their personal values or lifestyle, a strong self-brand connection is likely to develop. Kapferer (2022) highlights that brand personality can serve as a psychological bridge between consumers' identities and the brand image projected by the company. Consequently, brand personality becomes a strategic factor in fostering sustainable brand loyalty.

Numerous empirical studies have demonstrated a significant influence of brand personality on brand loyalty. Mohammadi et al. (2023), for example, found that consistency and authenticity in brand personality are positively correlated with consumer loyalty, particularly in the context of digital marketing. Similarly, Ragda et al. (2023) reported that personality traits such as sincerity and competence are consistently associated with increased brand loyalty. However, not all studies are in agreement. In several cases, the effect of brand personality on brand loyalty is found to be indirect, mediated by factors such as brand trust, brand attachment, and customer satisfaction (Putri et al., 2024).

Furthermore, certain dimensions of brand personality may have varying levels of influence on loyalty depending on cultural context, product type, and consumer demographics. For instance, ruggedness may be more applicable to automotive or outdoor brands, but less relevant for cosmetic brands. Thus, a deep understanding of brand personality dimensions and consumer preferences is essential for effective brand positioning strategies.

Based on the aforementioned context, this study aims to further examine the relationship between brand personality and brand loyalty through a focused literature review of ten relevant empirical studies. The review emphasizes both direct and indirect effects, explores the role of mediating variables, and identifies the specific dimensions of brand personality that most significantly contribute to consumer loyalty.

Based on the discussion above, this study seeks to answer the following research questions:

1) How does brand personality influence consumer brand loyalty?
2) Are there any mediating variables that strengthen or weaken the relationship between brand personality and brand loyalty?
3) What is the role of specific brand personality dimensions in shaping brand loyalty?

2. Literature Review

2.1 Brand Personality

Brand personality is a concept that describes human-like attributes associated with a brand, enabling consumers to form emotional bonds and self-identification with the brand. According to Aaker (1997), brand personality is defined as "the set of human characteristics associated with a brand." This concept helps brands differentiate themselves from competitors and build deeper relationships with consumers.

Aaker (1997) identified five core dimensions of brand personality:
1) *Sincerity*: Honest, genuine, and trustworthy brands.
2) *Excitement*: Daring, dynamic, and spirited brands.
3) *Competence*: Reliable, intelligent, and successful brands.
4) *Sophistication*: Glamorous, classy, and charming brands.
5) *Ruggedness*: Strong, tough, and masculine brands.

These dimensions allow companies to design communication and marketing strategies that align with the desired brand personality, thereby creating a positive perception in the minds of consumers (Aaker, 1997).

Furthermore, brand personality plays an essential role in shaping a brand's strong and consistent image. Kapferer (2022) emphasizes that brand personality allows consumers to identify with a brand or to project their own identity through it, thereby forming a strong psychological attachment. This is crucial in fostering long-term loyalty, as consumers are more likely to remain loyal to brands that reflect their personal values and traits.

However, it is important to note that consumers' perceptions of brand personality may vary depending on cultural and demographic contexts. Research by Mohammadi et al. (2023) demonstrates that a consistent and authentic brand personality can significantly strengthen consumer loyalty, particularly in digital marketing settings. Therefore, companies must understand their target audience in depth to ensure that the brand personality they convey aligns with consumer expectations and values.

2.2 Dimensions of Brand Personality and Their Implications

The dimensions of brand personality, as introduced by Aaker (1997), are not solely theoretical in nature but also have tangible practical applications in marketing strategies. The sincerity dimension, for example, is often associated with brands that emphasize honesty, care, and warmth. Brands like The Body Shop and Wardah are commonly perceived as sincere due to their involvement in social and environmental issues. Meanwhile, the excitement dimension is demonstrated by bold, dynamic, and energetic brands such as Red Bull or GoPro, which actively associate themselves with adventure, freedom, and positive energy.

The competence dimension emerges in brands that highlight intelligence, reliability, and success, examples include Toyota, Apple, and IBM. This image is crucial for building long-term trust with consumers who value quality and performance. On the other hand, sophistication is often found in luxury brands such as Chanel, Rolex, or Mercedes-Benz, which aim to be associated with prestige, elegance, and class. Finally, the ruggedness dimension reflects brands perceived as strong, masculine, and tough, such as Jeep, Harley-Davidson, or Timberland, which are frequently linked with outdoor lifestyles and durability. By understanding these five dimensions, companies can shape a brand personality that aligns with their target market segments.

2.3 Brand Loyalty

Brand loyalty refers to the consumer's commitment to continuously purchase or use products from a particular brand, even when alternatives are available in the market. This form of loyalty reflects a strong emotional bond and trust between the consumer and the brand. According to Sari et al. (2023), brand loyalty consists of two main components:
1) *Attitudinal Loyalty*: The consumer's tendency to hold a favorable attitude toward a brand, including preference and intention to repurchase.
2) *Behavioral Loyalty*: The actual behavior of consistently repurchasing the same brand.

These two components complement each other in forming strong brand loyalty. Attitudinal loyalty reflects the emotional attachment of consumers to the brand, while behavioral loyalty represents actual actions in the form of repeat purchases. The combination of both is crucial for maintaining market share and enhancing a company's profitability (Sari et al., 2023).

In the context of modern marketing, building and maintaining brand loyalty has become increasingly challenging. Consumers now have access to extensive information and can easily compare different brands before making a purchase decision. Therefore, companies must develop effective strategies to create a positive and consistent brand experience. Research by Julaeha (2024) highlights the importance of relevant and interactive content marketing in enhancing consumer engagement and strengthening brand loyalty.

Additionally, factors such as customer satisfaction, brand trust, and perceived value also play significant roles in shaping brand loyalty. According to Cai (2024), high levels of customer satisfaction increase the likelihood of consumers remaining loyal to a brand, while trust in the brand reinforces long-term relationships between consumers and companies. Thus, companies should focus on delivering high-quality products and services, as well as fostering transparent and consistent communication with consumers.

3. Method

This study adopts a focused narrative literature review approach with the aim of exploring the relationship between brand personality and brand loyalty, based on empirical research published in recent years. This approach was chosen due to the conceptual and comparative nature of the review, which does not follow a systematic review protocol such as PRISMA, but still emphasizes the relevance and quality of the selected articles (Grant & Booth, 2009).

The process of article retrieval and selection was conducted in stages. The author obtained ten relevant scientific articles using academic search engines such as Google Scholar, as well as both national and international journal platforms. Search keywords included: "brand personality and brand loyalty", "*pengaruh* brand personality *terhadap* brand loyalty", and "brand personality and customer loyalty". All selected articles were empirical studies using quantitative data analysis, with a primary focus on the influence of brand personality on brand loyalty, either directly or through mediating variables.

The inclusion criteria used for selecting the articles were: (1) published between 2019 and 2024; (2) explicitly examined the relationship between brand personality and brand loyalty; (3) based on empirical research using primary data; and (4) available in full-text format. Articles that did not meet these criteria were excluded. The selected articles were then analyzed descriptively to identify the relationship patterns between variables, key findings, and methodological variations across studies.

Through this approach, the author aims to provide a comprehensive overview of how brand personality affects brand loyalty, thereby enriching both conceptual and practical understanding in the context of brand marketing.

4. Findings and Discussion

4.1 Findings

To provide a clearer overview of the studies analyzed, the following Table 1 summarizes the ten selected empirical articles, highlighting their key contexts, variables, and findings related to the relationship between brand personality and brand loyalty.

Tabel 1. Summary of Ten Empirical Studies on the Relationship between Brand Personality and Brand Loyalty

Authors and Year	Title	Variables	Findings
Putri et al. (2024)	Mediasi Brand Trust pada Pengaruh Brand Personality terhadap Brand Loyalty	Brand Personality, Brand Trust, Brand Loyalty	Brand personality does not directly influence brand loyalty, but it has a significant effect through the mediation of brand trust.
Venkatesa Palanichamy N et al. (2024)	Impact Study on Brand Personality on Consumers' Loyalty towards Dairy Goods	Brand Personality, Brand Loyalty	Brand personality significantly influences brand loyalty among consumers of AMUL dairy products.
Yudianto & Ernawadi (2024)	Brand Personality dan Brand Trust Sebagai Anteseden Brand Loyalty Studi Konsumen Sepatu Sport Puma di Bandung	Brand Personality, Brand Trust, Brand Loyalty	Brand personality has a direct effect on brand loyalty, and also an indirect effect through brand trust.
Rahman et al. (2024)	Brand Personality and Loyalty as Drivers of Repurchase Intentions: Evidence from Pakistani Mobile Phone Users	Brand Personality, Brand Loyalty, Repurchase Intention, Relative Brand Identification	Four out of five brand personality dimensions (sincerity, competence, ruggedness, and sophistication) significantly influence brand loyalty, while the excitement dimension does not.

Ragda et al. (2023)	Brand Loyalty: The Effect of Brand Trust, Brand Personality, and Brand Attachment	Brand Trust, Brand Personality, Brand Attachment, Brand Loyalty	Brand trust and brand attachment have a significant positive effect on brand loyalty, while brand personality shows a negative effect.
Janitra & Tjokrosaputro, (2022)	Pengaruh Brand Experience, Brand Personality, dan Brand Satisfaction terhadap Brand Loyalty Produk Sepatu Compass pada Generasi Z di Jakarta	Brand Experience, Brand Personality, Brand Satisfaction, Brand Loyalty	Brand personality, brand experience, and brand satisfaction each have a positive and significant influence on brand loyalty among Compass shoe consumers from Generation Z in Jakarta.
Wantini & Yudiana (2021)	Social Media Marketing and Brand Personality to Brand Loyalty with Brand Trust and Brand Equity as a Mediator	Social Media Marketing, Brand Personality, Brand Trust, Brand Equity, Brand Loyalty	Brand personality does not directly affect brand loyalty, but it indirectly influences it through brand trust and brand equity as mediating variables.
Zendra & Ferdinand (2021)	Pengaruh Brand Personality terhadap Brand Loyalty melalui Self Congruity dan Customer Brand Identification	Brand Personality, Self Congruity, Customer Brand Identification, Brand Loyalty	Brand personality positively influences brand loyalty through the mediation of self-congruity and customer brand identification among Apple smartphone users in Semarang.
Keni & Esmeralda (2021)	Brand Personality as a Predictor of Consumer Brand Relationship	Brand Personality (Sincerity, Excitement, Ruggedness), Brand Trust, Brand Love, Brand Loyalty	Brand personality dimensions (sincerity, excitement, and ruggedness) have a positive and significant effect on brand trust, brand love, and brand loyalty.
Ernanda (2019)	Pengaruh Brand Personality terhadap Brand Awareness, Brand Trust, dan Brand Loyalty Sepatu Olahraga Brand Adidas di Surabaya	Brand Personality (Responsible dan Active), Brand Awareness, Brand Trust, Brand Loyalty	The "responsible" dimension of brand personality has a significant positive effect on brand loyalty, while the "active" dimension does not.

Based on the review of these ten empirical studies on the relationship between brand personality and brand loyalty, it was generally found that there is a positive and significant relationship between the two variables. Most studies indicate that brand personality is one of the key determinants in shaping consumer loyalty toward a brand. However, the nature and strength of this influence vary depending on the research context, mediating variables, and specific dimensions of brand personality.

The studies by Putri et al. (2024) and Wantini & Eka Yudiana (2021) demonstrate that the influence of brand personality on brand loyalty is not always direct, but often mediated by other variables such as brand trust and brand equity. This underscores the importance of trust and brand value as intermediaries that bridge consumer perceptions of brand personality and their loyalty.

Meanwhile, studies by Yudianto & Ernawadi (2024), Janitra & Tjokrosaputro (2022), and Zendra & Ferdinand (2021) concluded that brand personality has both direct and indirect effects on brand loyalty through mediators such as brand trust, brand satisfaction, self-congruity, and customer brand identification. These findings reinforce the role of brand personality as a strategic foundation for building long-term consumer relationships.

On the other hand, the study by Ragda et al. (2023) presented contrasting results, revealing a negative effect of brand personality on brand loyalty. This highlights the fact that not all brand personality elements have a uniform impact on loyalty, depending on how consumers perceive these dimensions. Research by Rahman et al. (2024) and Keni & Esmeralda (2021) also explored the roles of specific brand personality dimensions, such as sincerity, excitement, and ruggedness, each of which has varying degrees of influence on brand loyalty. These findings suggest that brand management strategies should carefully consider which personality traits are most relevant and resonate best with the characteristics of the target audience.

Overall, this literature review reveals that brand personality plays a significant role in driving brand loyalty, whether directly or through mediating variables. Contextual factors such as product type, target consumer profile, and industry also influence how this relationship manifests and functions in marketing practices.

4.2 Comparison of Findings Across Studies

This review reveals a variety of findings that underscore the complexity of the relationship between brand personality and brand loyalty. Several studies, including those by Putri et al. (2024), Janitra & Tjokrosaputro (2022), and Zendra & Ferdinand (2021), indicate a significant positive relationship, either directly or mediated by variables such as brand trust, brand equity, and self-congruity. In contrast, Ragda et al. (2023) report an opposing result, where brand personality exerts a negative effect on brand loyalty. These inconsistencies suggest that not all brand personalities produce uniform outcomes; they depend on brand context and consumer perceptions of the values communicated by the brand.

Such differences may also be explained by the nature of the industry or product being examined. Products with high emotional involvement, such as cosmetics or fashion, are more likely to be influenced by dimensions like sincerity and sophistication. In contrast, functional or technology-based products, such as smartphones or vehicles, tend to be affected by competence and ruggedness. This implies that in brand management, relying solely on one personality dimension is insufficient; instead, marketers must consider the psychographic needs and expectations of their target audience.

4.3 Practical Implications for Brand Strategy

The findings of this study offer significant implications for marketing practice, particularly in the development and management of brand identity. Brand personality has been proven to be a crucial element in creating meaningful emotional connections between a brand and its consumers. Therefore, companies should design brand personalities that are not only in harmony with the nature of the product but also resonate with the values and lifestyles of their target consumers.

For example, companies targeting younger generations such as Gen Z might emphasize the excitement and sincerity dimensions through authentic, participatory, and socially driven content on social media platforms. Conversely, brands aiming to convey a premium and exclusive image may focus on sophistication and competence. Consistency in messaging, visual design, service experiences, and digital interaction is key to maintaining a strong and credible perception of brand personality.

4.4 Limitations and Directions for Future Research

Although this study provides an initial mapping of the relationship between brand personality and brand loyalty, it is subject to certain limitations. First, the number of analyzed articles is relatively limited, only ten, so the generalizability of the findings should be approached with caution. Second, although the studies span various contexts, they do not fully represent all industry sectors or geographic regions.

Future research is encouraged to adopt more comprehensive and structured methodologies such as systematic literature reviews or meta-analyses, covering a broader range of articles and cross-country data. Additionally, experimental or longitudinal studies are recommended to test the causal relationship between brand personality perceptions and consumer loyalty over time. Exploring moderating factors such as culture, digital platforms, and service experiences would also enrich the understanding of this relationship in modern marketing contexts.

4.5 Summary of Key Findings Prior to Conclusion

Overall, this review reaffirms that brand personality plays a critical role in shaping consumer brand loyalty. It is not merely a symbolic construct, but a strategic tool capable of linking brand identity to consumers' psychological values. In today's highly digital and competitive marketplace, brand personality serves as a foundational element in achieving meaningful differentiation and sustainable loyalty.

5. Conclusion

Based on the review of ten selected empirical studies, it can be concluded that brand personality is a key factor that contributes to the formation of brand loyalty among consumers. While most studies report a positive and significant influence, the strength and direction of this relationship are often moderated by mediating variables such as brand trust, brand equity, brand satisfaction, and self-congruity. Moreover, not all brand personality dimensions exert the same impact on loyalty, indicating that brand character selection must be aligned with the product context and consumer characteristics being targeted.

The implications of these findings suggest that companies should strategically and consistently manage their brand personality while also considering mediating factors that can enhance consumer loyalty. Future studies are encouraged to further explore the roles of cultural moderation, market segmentation, and digital platforms in strengthening the relationship between brand personality and brand loyalty.

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